

WHAT IS CLAIMED IS:

1. A sales transaction support method for supporting a sale of a commodity, comprising:

5 a commodity-presenting step for presenting said commodity;

a try-on simulation step for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image
10 of said commodity presented by said commodity-presenting process and object image information of an image of said object; and

a transaction step for executing a transaction process for said commodity.
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2. A sales transaction support method according to claim 1, wherein said transaction step includes a try-on reservation step for making a try-on reservation for trying on said commodity at a store selling said commodity.
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3. A sales transaction support method according to claim 1, further including a customer information processing step for registering customer information of a user, and

25 wherein said object image information is generated based on said customer information.

4. A sales transaction support method according to claim 3, wherein said commodity presenting step presents said commodity selected based on said customer information registered by said customer information processing step.

5. A sales transaction support method according to claim 1, wherein said presentation of said commodity by said commodity-presenting step, said provision of said try-on simulation image by said try-on simulation step, and said transaction process by said transaction step are performed via a telecommunication network.

6. A sales transaction support method according to claim 2, wherein said try-on reservation step issues a try-on reservation card having thereon an identification number for identifying said try-on reservation, when said try-on reservation for trying on said commodity is made.

7. A sales transaction support apparatus for supporting a sale of a commodity, comprising:

commodity-presenting process means for presenting said commodity;

try-on simulation process means for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented by said commodity-

presenting process means and object image information of an image of said object; and

transaction process means for executing a transaction process for said commodity.

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8. A sales transaction support apparatus according to claim 7, wherein said transaction process means makes a try-on reservation for trying on said commodity at a store selling said commodity.

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9. A sales transaction support apparatus according to claim 7, including customer information process means for registering customer information of a user, and

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wherein said object image information is generated based on said customer information.

10. A sales transaction support apparatus according to claim 9, wherein said commodity-presenting process means presents said commodity selected based on said customer information registered by said customer information processing means.

11. A sales transaction support apparatus according to claim 7, wherein said presentation of said commodity by said commodity-presenting process means, said provision of said try-on simulation image by said try-on

simulation process means, and said transaction process by said transaction process means are performed via a telecommunication network.

5 12. A computer-readable recording medium storing a program for causing a computer to perform functions of:

 presenting a commodity;

 providing a try-on simulation image of an object
virtually wearing said commodity by using commodity image
10 information of an image of said commodity presented and
object image information of an image of said object; and
 executing a transaction process for said commodity.